

ORDER



Orders
Order / Rev: 218227
Alt Order #: 06868647
Product Desc: 10/30-11/6 BARACK OBAMA
Estimate: 1537
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P5
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	137	\$56,125.00	\$47,706.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	137	\$56,125.00	\$47,706.25	0.00
Totals	137	\$56,125.00	\$47,706.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	26%	\$56,125.00
Market	100%	\$215,865.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	19%	\$41,014.42
WGNT	14%	\$30,221.15
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	16%	\$34,538.46
WTVZ	11%	\$23,745.19
WVEC	14%	\$30,221.15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/30/12	11/02/12	M-F 10-11a Millionaire	CM	10-11a	- TWTF - -	:30	8	\$20.00	P4	0.00	NM	8	\$160.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			8			\$20.00		0.00			
E 2	WVBT	11/05/12	11/06/12	M-F 10-11a Millionaire	CM	10-11a	MT - - - - -	:30	4	\$20.00	P4	0.00	NM	4	\$80.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WVBT	11/01/12	11/01/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	---T---	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$500.00		0.00			
E 15	WVBT	11/05/12	11/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
E 16	WVBT	10/30/12	10/31/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-TW----	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TW----					2	\$300.00		0.00			
E 17	WVBT	11/05/12	11/05/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$300.00		0.00			
E 18	WVBT	11/03/12	11/03/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	-----S-	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
LATE NEWS AFTER SPORTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
E 19	WVBT	11/04/12	11/04/12	Su 10-1044p Fox News @ 10 Sun	CM	10-1045p	-----S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
E 20	WVBT	11/05/12	11/05/12	Mon Hour 2 Mon 9-10p	CM	9-10p	M-----	:30	2	\$800.00	P3	0.00	NM	2	\$1,600.00
MOB DOCTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$800.00		0.00			
E 21	WVBT	10/30/12	10/30/12	Tue Hour 1 Tue 8-9p	CM	8-9p	-T-----	:30	2	\$1,500.00	P2	0.00	NM	2	\$3,000.00
RAISING HOPE/BEN AND KATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					2	\$1,500.00		0.00			
E 22	WVBT	10/30/12	10/30/12	Tue Hour 2 Tue 9-10p	CM	9-10p	-T-----	:30	2	\$1,500.00	P2	0.00	NM	2	\$3,000.00
NEW GIRL/MINDY PROJECT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					2	\$1,500.00		0.00			
E 23	WVBT	10/31/12	10/31/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	2	\$1,500.00	P2	0.00	NM	2	\$3,000.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					2	\$1,500.00		0.00			
E 24	WVBT	11/01/12	11/01/12	Thur Prime Other 1 Thursday 8-10p	CM	8-10p	---T---	:30	2	\$1,500.00	P2	0.00	NM	2	\$3,000.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					2	\$1,500.00		0.00			
E 25	WVBT	11/02/12	11/02/12	Fri Hour 1 Fri 8-9p	CM	8-9p	----F--	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
KITCHEN NIGHTMARE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					2	\$400.00		0.00			
E 26	WVBT	11/03/12	11/03/12		CM	College Football	-----S-	:30	4	\$300.00	P3	0.00	NM	4	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				College Football		(3:00 PM-6:30 PM)									
				College Football		(3:00 PM-6:30 PM)									
				COLLEGE FOOTBALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S-	4	\$300.00		0.00								
E 27	WVBT	11/03/12	11/03/12	College Football	CM	College Football	-----S-	:30	4	\$300.00	P3	0.00	NM	4	\$1,200.00
				College Football		(7:00 PM-10:30 PM)									
				COLLEGE FOOTBALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S-	4	\$300.00		0.00								
E 28	WVBT	11/04/12	11/04/12	NFL Redskins	CM	NFL Redskins	-----S	:30	4	\$6,000.00	P2	0.00	NM	4	\$24,000.00
				NFL Redskins											
				REDSKINS FOOTBALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	4	\$6,000.00		0.00								
E 29	WVBT	11/04/12	11/04/12	Fox NFL Pre Game	CM	Fox NFL Pre Gam	-----S	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				Fox NFL Pre Game											
				FOX NFL SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1	\$700.00		0.00								
E 30	WVBT	11/04/12	11/04/12	Sun Prime Other 1	CM	8-10p	-----S	:30	2	\$1,500.00	P2	0.00	NM	2	\$3,000.00
				Sunday 8-10p											
				X FACTOR LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	2	\$1,500.00		0.00								
E 31	WVBT	11/04/12	11/04/12	FOX News Sunday	CM	10-11a	-----S	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
				Fox News Sunday											
				FOX NEWS SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1	\$150.00		0.00								
E 32	WVBT	11/02/12	11/02/12	Fri Hour 2	CM	9-10p	----F--	:30	2	\$600.00	P3	0.00	NM	2	\$1,200.00
				Fri 9-10p											
				FRINGE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	----F--	2	\$600.00		0.00								
E 33	WVBT	10/30/12	11/02/12	M-F 7-730p	CM	7-730p	-TWTF--	:30	4	\$125.00	P3	0.00	NM	4	\$500.00
				M-F 7-730p											
				TMZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-TWTF--	4	\$125.00		0.00								
E 34	WVBT	11/05/12	11/05/12	M-F 7-730p	CM	7-730p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
				M-F 7-730p											
				TMZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	M-----	1	\$125.00		0.00								
E 35	WVBT	10/30/12	11/02/12	M-F 6-7p	CM	6-7p	-TWTF--	:30	4	\$100.00	P4	0.00	NM	4	\$400.00
				Maury Povich											
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-TWTF--	4	\$100.00		0.00								
E 36	WVBT	11/05/12	11/05/12	M-F 6-7p	CM	6-7p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				Maury Povich											
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	M-----	1	\$100.00		0.00								
E 37	WVBT	10/30/12	11/02/12	M-F 730-8p	CM	730-8p	-TWTF--	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
				DISH Nation											
				DISH NATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-TWTF--	2	\$125.00		0.00								
E 38	WVBT	11/05/12	11/05/12		CM	730-8p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 730-8p DISH Nation											
				DISH NATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$125.00		0.00						
E 39	WVBT	10/30/12	11/02/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	- TWTF--	:30	4	\$20.00	P4	0.00	NM	4	\$80.00
				DAILY BUZZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$20.00		0.00						
E 40	WVBT	11/05/12	11/06/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	MT-----	:30	2	\$20.00	P4	0.00	NM	2	\$40.00
				DAILY BUZZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$20.00		0.00						
E 41	WVBT	10/30/12	11/02/12	WAVY News 10 on FOXQM WAVY News 10 on FOX 43		WAVY News 10 or-	- TWTF--	:30	8	\$125.00	P4	0.00	NM	8	\$1,000.00
				WAVY FOX NEWS AT 7A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	8		\$125.00		0.00						
E 42	WVBT	11/05/12	11/06/12	WAVY News 10 on FOXQM WAVY News 10 on FOX 43		WAVY News 10 or-	MT-----	:30	4	\$125.00	P4	0.00	NM	4	\$500.00
				WAVY FOX NEWS AT 7A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	4		\$125.00		0.00						
E 43	WVBT	10/30/12	11/02/12	M-F 11a-12p Jeff Probst	CM	11a-12p	- TWTF--	:30	8	\$20.00	P4	0.00	NM	8	\$160.00
				JEFF PROBST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	8		\$20.00		0.00						
E 44	WVBT	11/05/12	11/06/12	M-F 11a-12p Jeff Probst	CM	11a-12p	MT-----	:30	4	\$20.00	P4	0.00	NM	4	\$80.00
				JEFF PROBST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	4		\$20.00		0.00						
E 45	WVBT	10/30/12	11/02/12	M-F 9-10a America's Court w/ Judge Ross	CM	9-10a	- TWTF--	:30	4	\$20.00	P4	0.00	NM	4	\$80.00
				AMERICA'S COURT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$20.00		0.00						
E 46	WVBT	11/05/12	11/06/12	M-F 9-10a America's Court w/ Judge Ross	CM	9-10a	MT-----	:30	1	\$20.00	P4	0.00	NM	1	\$20.00
				AMERICA'S COURT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	1		\$20.00		0.00						
E 47	WVBT	11/05/12	11/06/12	M-F 5-6a Ricki Lake	CM	5-6a	MT-----	:30	1	\$5.00	P5	0.00	NM	1	\$5.00
				RICKI LAKE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	1		\$5.00		0.00						
													Totals	137	\$56,125.00